CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

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FIRST WITH THE FILM NEWS IN CANADA

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A. Montague Confident of Future

By JAY L. SMITH

Thank goodness that holiday week-end is over. I used to think it was hot in Arizona when I was living down there, but up in these parts, when you add the temperature and the humidity together, you get a figure that is astronomical in comparison to Arizona. I can't even report to you how show business was over the week-end; it was too hot to check. However, I do know that the Eglinton, Toronto, in its second week of W-B's "The Dam Busters", starring Richard Todd and Michael Redgrave, was packed Monday night. I was there, and it was lovely and cool, and incidentally, an exceptionally interesting picture.

Hold-overs through the Holiday were fairly common once again in Toronto, with Loew's in its third week of M-G-M's "Interrupted Melody", starring Glenn Ford and Eleanor Parker; Shea's in its 5th week, and second Holiday with 20th-Fox's "Seven Year Itch," starring Marilyn Monroe and Tom Ewell; while at Nat Taylor's International Cinema, the Rex Harrison comedy, "The Constant Husband" is in its 9th week, and at his Towne Cinema, U.A.'s "Marty", starring Ernest Borgnine, is in its 5th week.

Only new pictures opening through the Holiday were U.I.'s "The Purple Mask," starring Tony Curtis, at the Uptown; Warner Bros.' "The Sea Chase", starring John Wayne and Lana Turner, at the Imperial; and 20th-Fox's "How To Be Very, Very Popular", starring Betty Grable, Sheree North and Bob Cummings at Odeon's Carlton St. flagship and Fairlawn.

Taylor Mills of the MPA was in Toronto recently for meetings with Clare Appel of the CMPDA, fol-

(Continued on Page 2)

Calls For Showmanship To Win Fight Against TV In Toronto

Toronto: A stirring call for action and the use of the showmanship practised in the "old days" in the fight against TV competition was listened to by a rapt audience of Canadian exhibitors gathered at the Royal York Hotel last Tuesday night. Top officials of both Famous Players and Odeon, and a group of independents gathered to renew acquaintanceship with Abe Montague and Rube Jackter, general sales manager and assistant general sales manager of Columbia Picture up for a short business trip to Toronto.

The call for action was made by

(See MONTAGUE Page 2)

Audio Appoints Martin As Producer-Director

Toronto: For many years one of Britain's leading newsreel and documentary cameraman and lately senior film editor for CBC-TV News in Toronto, Charles R. Martin has joined Audio Pictures Li-

(See AUDIO Page 3)

O'SHEA RKO PRES.

T. F. O'Neil Announces Appointment Of Daniel T. O'Shea as President Of RKO Radio Pictures Inc., Replacing Jimmy Grainger Who Continues To Supervise RKO Distribution and Sales With Branson and Greenblatt. O'Neil Will Reactivate Studio Production.

Hilly Cass, MGM's Canadian Gen. Sales Mgr. At Coast For Confab

Hollywood: Launching M-G-M's important 1955-56 production season, Studio Head Dore Schary this week will be host to New York and regional sales and promotion executives at preview screenings and conferences on distribution plans.

Among the executives at the studio for the four-day meeting will be Hilly Cass, Canadian general sales manager for Canada. New York executives attending the meeting will be Arthur M. Loew, president of Loew's International; Charles M. Reagan, vice-president and general sales manager; Howard Dietz, vice-president and director of publicity, advertising and promotion; Silas F. Seadler, advertising manager; Edward M. Saunders, assistant sales manager.

First on the new season's sched-

(See CASS Page 2)

Halifax Group In Sport Scope

Halifax: Nova Scotia's famed Halifax Junior Bengal Lancers will soon be on view to theatre cinema audiences all over the world. Douglas Sinclair, film producer for R.K.O. Pathe, is on his way Halifax to direct the famous equestrian

(See SPORT Page 6)

Racy Campaign For 'Seven Little Foys'

Vancouver: Warwick Johnson pinch-hitting for Ivan Ackery at the Orpheum made some ace tie-ups for his engagement of "The Seven Little Foys." The local race track had a SLF race giving plenty of publicity on radio and in the racing sheets. Picture was boosted over the loud speakers at the track. A horse blanket was presented to the winner by the Orpheum. Merchants cooperated with window displays. Coincidentally, 7 families with the surname of Foy as listed in

(See ORPHEUM Page 3)

AA's 'Wichita' Dated In Key Cities

Edmonton: The Canadian premiere of "Wichita," Allied Artists' CinemaScope production starring Joel McCrea, was held at the Capitol theatre Wednesday, July 20.

Other Canadian bookings include the following openings: Elgin, Ot-

(See WICHITA Page 2)

Drama, Comedy And Spectacle From Paramount In New Pix

New York: Paramount Pictures' reputation as one of the film industry's most important sources of outstanding screen entertainment will be further enhanced during the coming months by the array of drama, comedy and spectacle scheduled for release. The lineup of pictures include adaptations of best-selling novels, Broadway hits, a great classic and brilliant screen originals.

The company is currently represented throughout the country by "The Seven Little Foys" and

(See PARAMOUNT Page 6)

Equipment Firm Moves

Vancouver: The Vancouver District office of Dominion Sound Equipments Limited moved into their new building at 2162 West 12th Avenue during the week of

(See EQUIPMENT Page 2)

Remember Variety Ball Nite, August 22, Maple Leaf Ball Park

On the Beam

(Continued from Page 1)

lowing which he went on to Ottawa to deliver a report of the Canadian Co-Op Project. During his short stay in Toronto, Mr. Mills paid The Digest a visit, and gave your editor a first-hand report on his recent coast-to-coast Canadian trip.

Also in Toronto recently was Charley Boasberg, vice-president in charge of sales for Distributors Corporation of America, but who, according to all reports, leaves DCA the end of this month, to take an important sales post with Paramount. Succeeding Boasberg at DCA is reported to be Arthur Sachson, former general sales manager for Samuel Goldwyn.

At the same time it is reported that the Fred Schwartz-headed company, which was formed last fall with 30 of the country's top independent circuits as shareholders, is now arranging new financing to go ahead with its ambitious production plans.

Schwartz, on the Coast for meetings with Geoffrey Shurlock, Production Code administrator, in connection with DCA's application for a code seal for "I Am A Camera", informed the press in an interview, that "Finian's Rainbow" will be completed in about three months, and that DCA will then proceed with its production of "The Viking" and "Lelia".

"I Am A Camera", incidentally, is having its world premiere this week at Walter Reade's Mayfair Theatre, Asbury Park, N.J., and its New York premiere August 8th, at the Little Carnegie Theatre, which paid a $75,000 cash advance for the picture with or without a Code Seal. The picture was passed by the N.Y. Censor Board with NO eliminations.

EQUIPMENT

(Continued from Page 1)

July the 22nd.

The new and much larger business premises will provide the extra office and warehouse facilities made necessary by the steady growth of Dominion Sound business in the British Columbia area.

Their new location, right next door to the new Film Exchange Building, is especially convenient for Exhibitors and District Manager, Leo Sigurdson, has extended a most cordial invitation to all connected with the Motion Picture Industry to visit them in their new quarters.

CASS

(Continued from Page 1)

ule are 'It's Always Fair Weather," starring Gene Kelly, Dan Dailey, Dolores Gray, and Michael Kidd; "Trial," starring Glenn Ford, Dorothy McGuire, Arthur Kennedy, John Hodiak, and Katy Jurado; "Quentin Durward," starring Robert Taylor and Kay Kendall; and "The Bar Sinister" with Jeff Richards, Jarma Lewis, Edmund Gwenn, Dean Jagger and Wildfire. All of these pictures will be screened especially for the executives during the meetings.

"Kismet," starring Howard Keel, Ann Blyth, Vic Damone, Monty Wooley, Sebastian Cabot, and Jay C. Flippen in color and CinemaScope and planned as M-G-M's Christmas release, also will be previewed for the visiting executives.

Also footage on "I'll Cry Tomorrow," starring Susan Hayward, Richard Conte, Eddie Albert, Jo Van Fleet, Don Taylor, and Ray Danton; "The Last Hunt," in color and CinemaScope and starring Robert Taylor, Stewart Granger, Lloyd Nolan, Russ Tamblyn, and Anne Bancroft; "The Tender Trap," in color and CinemaScope and starring Frank Sinatra, Debbie Reynolds, David Wayne, Celeste Holm, Lola Albright, and Carolyn Jones; "Diane," in color and CinemaScope and starring Lana Turner, Pedro Armendariz, Roger Moore, Sir Cedric Hardwicke, Marisa Pavan and Taina Elg; and "Forever Darling," starring Lucille Ball, Desi Arnaz, James Mason, Louis Calhern, John Emery, and Natalie Schafer will be screened following which sales plans will be discussed.

A special preview will also be held, it was stated, for "Peace On Earth," a cartoon short subject produced by William Hanna and Joseph Barbera and also designed for holiday release.

One of the highlights of the meeting will be a screening of Sam Goldwyn's "Guys and Dolls" which features Marlon Brando, Vivian Blaine and Frank Sinatra.

Mr. Cass will be back at his Toronto office after a week of screenings and meetings.

NFB Move to New Bldg. Now Set For Early Fall

Ottawa: Canada's National Film Board, at work on a building program in Montreal, will be able to occupy their technical laboratory some time in October.

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MONTAGUE

(Continued from Page 1)

Abe Montague in what Leonard Brockington, President of Odeon Theatres aptly described "as one of the most clarifying talks ever heard in these parts on the subject of TV and our industry's fight against it." J. J. Fitzgibbons, President of Famous Players back from Hollywood for Famous Players regional meetings, introduced Mr. Montague.

Mr. Montague, recently returned from a 9-week trip to Europe praised the upsurge in the foreign market and their use of the showmanship "we used to use, when showmanship was something to be proud of." We have lost a lot of the technique of showmanship, he stated, because of the boom war period and "Europe seems to be taking hold where we left off."

In his description of the fight against TV competition in the US, Mr. Montague put part of the blame on the use of "old faces which could no longer bring out the people" and told about the new efforts "to stimulate the people to come out to the movies with some of the best of the old form of showmanship." He told about the increased use of heralds, one of the old stand-bys and the recently inaugurated "audience poll" to promote "new faces" as part of the movement that is gradually getting a bigger portion of the lost audience pried loose from their living-rooms.

Columbia for one, he stated, is producing a color reel publicizing the 17 "new faces" on its roster for use in theatres and is developing a series of 45 minute films for use on TV with part of the remaining 15 minutes devoted to selling its current product. The series will be called "Behind Columbia Screens."

He told the group to learn how to use TV and predicted that Canadian exhibitors would win the uphill fight against TV.

Hosts for the evening were Louis Rosenfeld, Harvey Harnick, Len Bernstein and Abe Cass.

WICHITA

(Continued from Page 1)

tawa, July 21; Strand, Vancouver, July 25; Capitol, Victoria, July 29; Broadway, Regina, August 12; Downtown, Glendale, State, Westwood and Scarboro, all in Toronto, August 15; Grand, Calgary, August 18, and Century, Sudbury, September 5.

AUDIO

(Continued from Page 1)

mited as a producer-director. Mr. Martin started his career as a cameraman in England in 1919 and in the course of his career as a cameraman covered such major stories as the Coronations of King George VI and of Queen Elizabeth, the German blitzkrieg in France and the retreat from Dunkirk, the bombing of London, and the war in the Middle East. He was director-camerman for Pathe from 1929 to 1941, and film production manager for the Ministry of Information in Cairo from 1941 to 1946. From then until 1952 he specialized in commercial films in the Middle East. Before coming to Canada he was with the BBC as lighting camerman and director-cameraman on TV plays, documentaries and newsreels. Mr. Martin has also had extensive experience in such film work as writing, editing, commenting, direction and production. At Audio he will specialize in commercial film work.

"Crockett" Campaign In Ottawa Clicks

Ottawa: Publicity on Davy Crockett included a tie-up with the Westgate Shopping Centre, which recently opened in the rapidly-developing West End. The King of the Wild Frontier was on hand with a cowboy group to entertain in front of the popular stores at regular intervals on Friday and Saturday from 2 p.m. A complete Davy Crockett outfit—coonskin hat and all—was presented to the boy submitting the first correct entry in a contest, and 150 free ducats were handed out daily to the children, who didn't spare the horses on their way to the Capitol Theatre.

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Across the Country

Toronto and District

Toronto Variety Tent No. 28 held a general meeting July 26 in the clubrooms when the principal item of business was the annual benefit baseball game at Maple Leaf Stadium between Toronto and Havana, Plus many outstanding features, in aid of Variety Village, the scheduled date being Monday night, Aug. 22. Murray Little reported on the added vaudeville attractions for the big money-raising event.

Candidates for regular membership in the Tent were approved as follows: J. B. Barron, Grand Theatre, Calgary; A. F. Waters, Toronto Radio Station CHUM, and L. D. Headley of the RCA-Victor Company Limited.

• • •

Arch H. Jolley of Toronto was sponsored for his speaking appearance before the Tillsonburg Rotary Club by Rotarian James Gamlin who is the manager of the Strand Theatre there, a Premier unit. The special guests at the gathering, which numbered 45 persons, included Bud Tondreau, projectionist at the Strand; Manager Morley McPhee, Strand, Simcoe; Manager Tom Cleever, Strand, Ingersoll, and Arthur Scott, proprietor of the Skylark Drive-In, Tillsonburg.

The subject of Jolley's address was, "The Importance of a Motion Picture Theatre to the Business Community".

• • •

An unusual step was taken at St. Catharines when the Lincoln Theatre, a unit of Famous Players, was completely shut down for joint staff vacations, the re-opening taking place Civic Holiday, Aug. 1, with all employees on their toes.

• • •

Jerry Collins of Toronto, Canadian publicity director for Loew's theatres, presided as relief manager at Loew's in London, Ont., during the vacation absence of Fred Jackson, manager of the theatre since it opened some 35 years ago.

• • •

The "Why Fry?" advertising display, showing the Eskimo and an Arctic igloo, created by the Famous Players' advertising department, has proved highly popular as an institutional heading for theatres around the circuit during the prolonged heat wave. It was used jointly in Toronto for the 15 F-P units here.

Winnipeg

The Manitoba Motion Picture Exhibitors' Association's 10th Annual Picnic, held at Maple Grove Beach, on Sunday, July 24th, was reported the best ever, with over 600 people attending. Eighteen-year-old Dolores Vipond of the Capitol Theatre was chosen over fifteen other candidates as the Bathing Beauty Queen. Eileen Yuel of the Beacon Theatre placed second, with third position going to Jean Dolenyk of the Starland Theatre.

• • •

Mr. L. H. Bradley of Moosomin, Sask., was a visitor to Film Row. P. W. Mahon of Prince Albert, is spending a few days in the city with his wife, who is convalescing after her recent operation.

• • •

A fire of unknown origin at noon Sunday, July 24th, destroyed the Rose-Mac Theatre in Langruth, Man., with damage amounting to about $35,000. The fire was noticed by a neighbor who saw smoke coming from the living quarters above the theatre. The building was erected in 1950 and taken over by Mr. and Mrs. Rose in 1952. The town's fire fighting equipment was not adequate to stop the blaze, and only the steel girders of the building were all that was left standing. Mr. and Mrs. Rose, who owned the building and operated the coffee shop in it, were away for the day. The building was almost fully covered by insurance.

• • •

Harvey Kornberg, U-A salesman out of Calgary, is spending his vacation with his parents, Mr. and Mrs. N. Kornberg, St. Anthony Ave.

• • •

Valour Theatres Ltd., changed hands, with Leon Asper taking over

(Continued on Page 7)

ORPHEUM

(Continued from Page 1)

the Vancouver telephone directory, were invited to the premiere evening performance of the film, as guests of the Management. The result, the picture led the town on a two weeks run, with weather plenty hot.

"Lust For Life" To Have Russian Footage

Hollywood: First evidence of the recent Big Four conferences in Geneva was noted in Hollywood last week when MGM Studios received assurances of Soviet Union cooperation in reproducing the art masterpieces of Vincent van Gogh for the film "Lust For Life."

Four of the world-famous paintings of van Gogh are in the Moscow Museum of Modern Art but they will be shown in this film production. The Soviet government will photograph them and deliver the film to MGM.

This unprecendented cooperation resulted from an exchange of correspondence between the studio and the Russian Embassy in Washington.

The four paintings involved are "The Red Harvest" — the only canvas which van Gogh sold during his lifetime — "Prison Courtyard," Doctor Rey" and "Landscape at Auvers."

"Lust For Life" will star Kirk Douglas as the Dutch painter. Directed by Vincente Minnelli and produced by John Houseman, the production will start this week on location in France.

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Dean stashes Jerry away in a girls' school to

THEIR

"SIMPATICO"

"YOU'RE NEVER TOO YOUNG"

"I LIKE TO HIKE"

YOU'RE

"LOVE IS ALL THAT MATTERS"

"I KNOW YOUR MOTHER LOVES YOU"

"Sock boxoffice-

"Strongly

"Destined to be

"Exhibitors

"Hilarious musical from producer

Produced by
Paul Jones
Directed by
Norman Taurog
Screenplay by
Sidney Sheldon
Suggested by a Play by Edward Childs Carpenter
from a Story by Fannie Kilbourne
Songs—Music by Arthur Schwartz
Lyrics by Sammy Cahn • A Paramount Release

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NINA FOCH
WITH
RAYMOND BURR

their funniest!"
—Variety

boxoffice! Audiences will have a grand time."
—M. P. Herald

"Promises to equal the boxoffice success of 'Living It Up'!"
—Hollywood Reporter

high grosser. Fantastically funny."
—Film Daily

can go all the way in guaranteeing hilarious fun."
—M. P. Daily

and director of 'Living It Up'!"
—Boxoffice

TO JOIN THOSE HOT SUMMER HITS FROM PARAMOUNT

PARAMOUNT

(Continued from Page 1)

"We're No Angels."

"The Seven Litle Foys" starring Bob Hope and Milly Vitale is Hope's first screen biography. The comedian portrays the great vaudeville star, Eddie Foy, Sr.

"We're No Angels," stars Humphrey Bogart, Aldo Ray, Peter Ustinov and Joan Bennett. A comedy about three suave convicts on Devil's Island, "We're No Angels" is based on a French stage hit. Later this summer, "To Catch A Thief," "You're Never Too Young," "Ulysses" and "The Girl Rush" will be placed in circulation.

"To Catch A Thief" is a suspense thriller produced and directed by that master of suspense, Alfred Hitchcock. Cary Grant and Grace Kelly are starred in this romantic suspense story in VistaVision and Technicolor.

"You're Never Too Young" is a hilarious Dean Martin and Jerry Lewis comedy, with Diana Lynn and Nina Foch co-starred, in VistaVision and Technicolor.

"Ulysses" is based on the great Homeric epic about the romantic adventures of the Greek hero, Ulysses. Kirk Douglas stars in the title role and Silvana Mangano is starred in the dual assignment of Penelope and Circe. "Ulysses" was filmed on location in Italy. The film was shot in Technicolor.

"The Girl Rush," a Frederick Brisson production, stars Rosalind Russell, Fernando Lamas, Eddie Albert, and Gloria De Haven. The film, Miss Russell's first Hollywood musical, was produced on location in Las Vegas, Nev. Photographed in VistaVision and Technicolor.

Pictures for the fall and winter will be: Alfred Hitchcock's "The Trouble With Harry," a suspense thriller set in New England, with Edmund Gwenn and John Forsythe starred.

Hal Wallis' "The Rose Tattoo" is based on Tenessee Williams' Broadway stage triumph. Anna Magnani, Italy's foremost actress makes her Hollywood debut co-starring with Burt Lancaster. Daniel Mann directed.

"Lucy Gallant," starring Jane Wyman, Charlton Heston, Claire Trevor and Thelma Ritter.

First as a best-seller, then as a Broadway hit, "The Desperate Hours" is being brought to the screen by Paramount with a top cast headed by Humphrey Bogart, Fredric March, Martha Scott, Arthur Kennedy, Dewey Martin and Robert Middleton. William Wyler produced and directed this spine-tingling story.

"The Court Jester" with Danny Kaye as the star.

SPORT

(Continued from Page 1)

group in a Warner Sport Scope. The Lancers' new chief instructor, Marc Facey, will put the youngsters through their paces.

This film, Mr. Sinclair stated, will not limit itself to the exhibitions and riding displays for which the Junior Bengal Lancers are already so well-known. It will cover the whole scope of the group activities.

18 From Bel-Air To United Artists

New York: A new agreement providing for 18 feature motion pictures within the next two years has been concluded with Bel-Air Productions, headed by Aubrey Schenck and Howard W. Koch, it is announced by United Artists, which will release the extensive program of films, ten of which will be in color.

The first of the productions under the new schedule is "Three Bad Sisters," starring Marla English, Kathleen Hughes, and Sara Shane, with Jess Barker.

Next on the Bel-Air production program will be "Frontier Scout," starring singing star Tony Martin in his first straight-dramatic role.

Further productions on the schedule will be announced in the near future.

'Not As A Stranger' British Gala Opening

London: Members of the British royal family, diplomatic officials from four continents, world celebrities and a contingent of Hollywood stars and production leaders gathered at the Odeon Leicester Square Theatre Wednesday, July 27 for the glittering British premiere of Stanley Kramer's "Not As A Stranger."

Guests of honor at the royal performance of "Not As A Stranger" included Kramer, who produced and directed United Artists release, and Olivia de Havilland, Robert Mitchum, Gloria Grahame and Broderick Crawford, who are starred in the screen adaptation of Morton Thompson's best-selling novel.

The plush opening highlighting London's summer theatre season was beamed across Great Britain and the Continent by television and radio. It is expected that a large turnout of American tourists will join with thousands of Londeners in viewing the ceremonies at the Odeon.

Jimmy Stewart's Father Visits Saint John, New Brunswick

Saint John: A father, who was singing in the Presbyterian choir in Pennsylvania town, noted a disturbance in the front pew. A second look confirmed his worst fears. His small son had smuggled a very pliable monkey puppet into the Church, and was calmly entertaining all the other children within sight.

That, as far as is known was the first public performance by Jimmy Stewart of Hollywood, leading favorite with movie-goers everywhere, and veteran of many an outstanding film success.

Alexander M. Stewart, hardware merchant of Indiana, Penn. and father of Jimmy was visiting in Saint John with his wife, formerly Mrs. J. J. Stothart of this city.

The famous actor and his wife would have accompanied the elder Stewarts on their Saint John visit had he not been delayed in Africa, finishing the Hitchcock production "The Man Who Knew Too Much"

On his return, Jimmy expects to start to work in the title role of "The Lindbergh Story" — but his father and Mr. Stewart hope that he and Gloria will find time to accompany them to New Brunswick in the early Fall.

Tivoli, Hamilton Runs Special Morning Show

Hamilton: Manager Don Edwards of the Tivoli Theatre, Hamilton, featured a special morning show July 25 starting at 9:30 a.m., in co-operation with Radio Station CKOC, the program being called the CKOC Homemakers Holiday Show, to which was added a pre-engagement of "The Seven Year Itch," all for the adult admission price of 55c. Radio personalities appeared on stage and there were many prizes for patrons who also paid attenion to the homemaking demonstrations.

Contract Talks On For Vancouver Booth Men

Vancouver: Projectionists and the two circuits are again working on a new contract. It as per usual will finish up with a government conciliation board. Circuits demand a cut in the wage scale and all theatres to be on a one-man in a booth basis. Theatres have a good case under present conditions.

Film Exports Up

Ottawa: Canadian exports of films increased to $1,821,000 in the first months of 1955, in contrast to $1,793,000 for the corresponding period of 1954, the Canadian Government reports.

Sullivan Toast's Fox's Holden and Jones Pix

New York: "Love Is A Many Splendored Thing," 20th Century-Fox CinemaScope production starring William Holden and Jennifer Jones, will receive a major, 2-way salute on Ed Sullivan's CBS-TV "Toast of the Town," on August 14, seen in Canada over CBC-TV.

The double-barrelled qudo to the Buddy Adler production will see "The Four Aces," one of the foremost recording groups in the country, singing the film's title song written by Sammy Fain and Paul Francis Webster. The quartet has recorded the new ballad for Decca Records.

Century, Hamilton Renovation Started

Toronto: Famous Players Canadian Corp. has temporarily closed the third theatre in Hamilton, Ont., for reconstruction. The latest in the face-lifting series is the Century which will re-open late in August with numerous improvements, according to manager Mel Jolley. Previously closed in the overhaul program at Hamilton were the Tivoli and Downtown Theatres in succession.

"Above Us The Waves"

London: Above Us The Waves exceeded the wildest expectations at the box-office and is still shattering records on its general release in London, England.

The J. Arthur Rank production from Pinewood Studios packed out one London theatre which seats over 3,000 people and receipts show that in the past twelve months only two other films have had higher takings in the city.

It will be released during September, in Canada.

DRIVE IN OR DRIVE ON

The Gloucester Township Council in Eastern Ontario placed a ban on parking on the Cyrville Road for automobile drivers who made a habit of using the highway as a vantage point for viewing the programs on the screen of the Star-Top Drive-In near Cyrville. Reeve Earl Armstrong suggested that the motorists could now drive in or drive on.

Chatter... That Could Matter!

By MAX CHIC

Abe Montague during his visit to Toronto issued an invitation "to our Canadian friends" to take full advantage of the facilities of the **Will Rogers** TB Hospital . . . **J. J. Fitzgibbons** at the same affair reported that there were 106 million TV sets in the U.S. and about 2 million in Canada . . . **Louis Rosenfeld** when calling on **Fitzgibbons** to introduce **Montague** asked him "to give him a bill-down."

Both major circuits will shortly announce unusual and revolutionary **Showmanship Contests** . . . both **Famous** and **Odeon** have developed new twists for their prizes . . . **Clare Appel** away on holidays . . . **Arthur Silverstone** found New York's heat unbearable and came to Toronto to cool off . . . Canada now has 15,601,000 people according to the **Bureau of Statistics** . . . **"Marketing"** carried an interesting story on the potential growth of Canada's population by 1977 . . . more comment on this next week.

Ben Freedman all aglow with pride on becoming a grandfather . . . son **Billy** had a baby girl on July 21st . . . **Loew's** downtown has a tremendous sign on the wall off Victoria facing Queen St. on the **Uptown's** showing of **MGM's** "Cobweb" . . . **Herbert Ochs** who operates 7 Ontario drive-ins has acquired 3 new ones in Florida.

Columbia's "It Came From Beneath The Sea" almost broke the **Downtown,** Toronto house record during the record heat wave we are having . . . Congratulations to **Morris Stein** and family . . . son **Don** has announced his forthcoming marriage to **Jan Cooper** on October 20th . . . **Murray Sweigman** planning a trip to the Maritimes shortly.

Toronto branch office of **Paramount** through their **Paramount Pep Club** raised $500 for the **St. Mike's Hospital Drive** . . . employees made donations over a 26 week period . . . **Tom Knight's** son in England visiting relatives . . . a new Drive-in reported opening early in August at Port Colbourne . . . owners **Pak Theatres Ltd.** with **National Theatres** doing the booking . . . **Dominion Sound** did the installation.

Across the Country

(Continued from Page 3)

ownership of the Valour Theatre, and the Paris Theatre on Wednesday, July 27th, from the Cohen Bros. The Valour is presently being renovated, and is expected to open in September. Mr. Asper, who formerly owned theatres in Neepawa and Minnesota (now part of the Western Theatres Chain) also owns the theatre in Carmen, and the DeLuxe Theatre, Winnipeg.

Maritimes

The B & L Circuit have acquired their opposition theatre in Grand Falls, N.B. This theatre, known as the 'Riviera' had been operated by Mr. S. J. Guimont. Mr. Perley Orser who manages the 'Grand' will look after both houses. Mr. Mort Bernstein visited Grand Falls to arrange details re taking over the new house. The B & L Circuit now has a total of 17 theatres.

• • •

Miss Betty Hoyt, the attractive and athletic daughter of Mr. G. M. Hoyt, won a triple crown last week in tennis when she captured the ladies' singles, and was a joint winner in the ladies' doubles, likewise in the mixed doubles in the Saint John and District Senior Tennis Tournament.

• • •

The new Drive-in theatre located on Manawagonish Rd., near the city of Lancaster, N.B., has announced in the press as opening soon.

Vancouver

Albert Michell with Odeon since it started and last at the Fraser has resigned, ditto Ed Newton, assistant at the Vogue. Wally Hopp, Cinema manager, is spending his vacation with his parents at Kipling, Sask.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
The Sea Chase (WB) C'Scope & WarnerColor with John Wayne & Lana Turner.

SHEA'S
5th wk. Seven Year Itch (20th-Fox) C'Scope & Color with Marilyn Monroe.

LOEW'S
3rd wk. Interrupted Melody (MGM) C'Scope & Color with Glenn Ford & Eleanor Parker.

UNIVERSITY & EGLINTON
2nd wk. The Dam Busters (WB) with Richard Todd & Michael Redgrave.

ODEON & FAIRLAWN
How To Be Very, Very Popular (20th-Fox) C'Scope & Color with Betty Grable.

UPTOWN
Purple Mask (E-U) C'Scope & Tech. with Tony Curtis.

TOWNE
6th wk. Marty (UA) with Ernest Borgnine.

DOWNTOWN
Rage At Dawn (RKO) & Spy Chasers (AA).

MONTREAL

CAPITOL
2nd wk. Dam Busters (WB) with Richard Todd & Michael Redgrave.

LOEW'S
Three For The Show (Col.) C'Scope & Tech. with Betty Grable.

PALACE
The Glass Slipper (MGM) Color with Leslie Caron.

PRINCESS
Tight Spot (Col.) with Ginger Rogers & Ed. G. Robinson.

ORPHEUM
She Wore A Yellow Ribbon (RKO) & Blood On The Moon (RKO).

WINNIPEG

CAPITOL
Love Me Or Leave Me (MGM) C'Scope & Color with Doris Day & James Cagney.

MET
Land of the Pharaohs (WB) C'Scope & WarnerColor with Jack Hawkins.

CALGARY

CAPITOL
The Seven Little Foys (Para.) VistaVision & Tech. with Bob Hope.

UPTOWN
The Private War of Major Benson (E-U) Tech. with Charlton Heston & Julie Adams.

GRAND
The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.

PALACE
The Land Of The Pharaohs (WB) C'Scope & WarnerColor with Jack Hawkins.

TIVOLI
Stars of the Russian Ballet (Astral) in Color.

VANCOUVER

VOGUE
Fox Fire (E-U) Tech. with Jane Russell & Jeff Chandler.

CAPITOL
House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.

ORPHEUM
The Man From Laramie (Col.) C'Scope & Tech. with James Stewart.

ST. JOHN

PARAMOUNT
House of Bamboo (20th-Fox) C'Scope & Color with Robert Ryan.

STRAND
Wichita (AA) C'Scope & Tech. with Joel McCrea.

KENT
A Bullet For Joey (UA) with Ed. G. Robinson & George Raft.

STUDIO ROUND-UP

Republic pens **Anna Maria Alberghetti** to a multiple picture contract for another year, her first for this company "The Last Command," world premiered in Texas, August 3rd. Husband and wife team of **Kay Kendall** and **Peter Finch** for the new **JARO** comedy "Simon and Laura."

Julie Adams on PA tour to plug **Universal's** "The Private War of Major Benson," in which she is co-starred with **Charlton Heston. John Wayne,** on location in Utah for filming of **Warner's** "The Searchers," played real life hero role when he rushed a critically ill, two-year-old Indian girl to Los Angeles in his private plane.

Shooting completed on **MGM's** "The Last Hunt," featuring **Robert Taylor, Stewart Granger** and **Ann Bancroft. Edmund Grainger** signs **Jacques Tourneur** to direct "Great Day in the Morning," for **RKO** release.

Sir Alexander Korda's "The Deep Blue Sea," starring **Vivian Leigh,** first C'Scope production in Britain, to have world premiere late in August. **Joan Crawford** in New York for advance promotion on her starring vehicle for **Empire-Universal's** "Female on the Beach."

Successful director-star team of "The Cruel Sea" **Charles Frend** and **Jack Hawkins** will again work together in the **Rank** production "Phantom Fingers" a Scotland Yard suspense story. **Janet Leigh,** after completing her starring role in **Columbia's** "My Sister Eileen" enroute to Kenya for location shots in "Safari."

United Artists completes production on the C'Scope spectacular, "Alexander The Great," which has been three years in the making. **Robert Stack** joins cast of "Good Morning, Miss Dove," a **20th-Fox** production now before the cameras with **Jennifer Jones** in the lead.

Tyrone Power reports to **Columbia** for wardrobe tests for his title role in "The Eddy Duchin Story." **Rod Steiger** added to cast of **Warner's** "The Court-Martial of Billy Mitchell."

"IT IS INESCAPABLE THAT IT BE DECLARED O

HOWARD HAWKS' LAND OF T

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STARRING

JACK HAWKINS • JOAN COLLINS
DEWEY MARTIN
ALEXIS MINOTIS

Written by William Faulkner
Harry Kurnitz • Harold Jack Bloom

A Continental Company Ltd. Prod.

Produced and Directed by
HOWARD HAWKS

Presented by
WARNER BROS.

Music composed and conducted by
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DIMITRI TIOMKIN
who went to the land of the Nile
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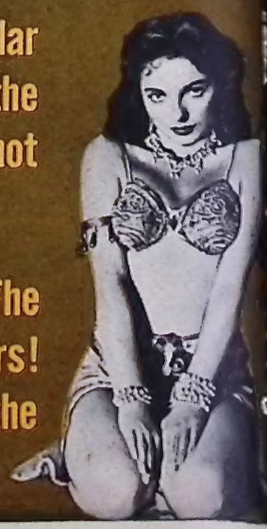

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ave to find
bigger word
han Spectacular!
ruly gigantic! A
assively impressive
roduction and gripping
ntertainment!" HOLLYWOOD REPORTER

Tremendous! Romance, adventure
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randioso back-drop of actual
tory locales populated with teeming
asses of thousands upon thousands!" VARIETY

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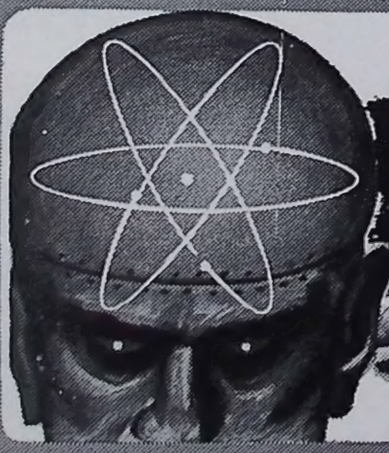

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Story and Screen Play by CURT SIODMAK • Directed by EDWARD L. CAHN

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The Bill That Has Them Lining Up In 100 Degree Heat!

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